



**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY JULY 28, 2015 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- | | |
|--|--|
| <input type="checkbox"/> Matthew Olguin, Place Two, Chair | |
| <input type="checkbox"/> Robert Schoen, Place One | <input type="checkbox"/> Wayne Brooks, Place Four |
| <input type="checkbox"/> Kristyne Bollier, Place Seven | <input type="checkbox"/> Erin Miller, Place Five |
| <input type="checkbox"/> Lisa Star, Place Three, Secretary | <input type="checkbox"/> Troy Storm, Place Six, Vice Chair |

A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

B. Board Members Opening Comments.

- a) Welcome Erin Miller as Board Member. Place 5.

C. Citizen Communications.

(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)

D. Consider Approval Of Minutes Of The Tourism Board Meetings.

- a) June 23, 2015 Regular Called Meeting.
b) July 15, 2015 Special Called Budget Workshop.

E. Consider Financial Report – Aaron Rector, Assistant Finance Director

- a) Quarterly Report On Revenues, Expenditures And Fund Balance For Budget Year 2014-2015. (Aaron Rector, Assistant Finance Director)
b) Consider Review Of Projected Revenues and Expenditures For Budget Year 2015-2016. (Aaron Rector, Assistant Finance Director)

F. Discussion And Possible Action

- a) Consider Presentations Of 2015-2016 Project Applications And Requests, Including:
 (i) Cedar Park Chamber of Commerce (Tony Moline and Lyndee Mathews)
 Amount Requested: \$15,000.
 (ii) Leander ISD-Rouse HS Volleyball (Jacob Thompson)
 Amount Requested: \$10,000.

b) Consider 2015-2016 Advertising And Marketing Program Funding Requests.
 i) Rhyme And Reason Marketing Services In The Amount Of \$35,000.
 ii) Advertising And Marketing In The Amount Of \$150,000.

G. Consider Review And Evaluation Of 2015-2016 Board Projects, Including:

- (i) Cheer America: \$15,000.
- (ii) Austin Steam Train Association: \$50,000.
- (iii) Cedar Park Center: \$3,000.
- (iv) Cedar Park Chamber of Commerce: \$15,000.
- (v) Leander ISD-Rouse HS: \$10,000.
- (vi) Austin Spurs: \$75,000.
- (vii) Lone Star Showcase: \$41,000.

H. Consider Tourism Board Budget Recommendation Of Revenues, Expenditures, And Fund Balance For Budget Year 2015-2016.

I. Consider Excused Absences From Tourism Advisory Board Meetings.

- a. Robert Schoen From Special Called Budget Workshop Of July 15, 2015.
- b. Wayne Brooks From Special Called Budget Workshop Of July 15, 2015.

J. Staff Closing Comments.

- a) Election of 2015-2016 Board Officers At August Meeting.
- b) Review And Revisions To Sub-Committee Assignments At August Meeting.

K. Board Members Closing Comments.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday August 25, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

L. Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

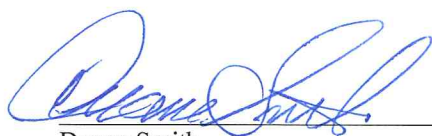
CERTIFICATE

I certify that the above notice of the Special Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

JUL 24 '15 AM 10:03

JUL 24 '15 AM 10:04

Date Stamped (Month, Day, Year, AM/PM, Time)



Duane Smith,
Tourism & Community Development Manager

The Cedar Park City Hall Complex Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)